New steel and concrete structure. 350 rooms, 250 connecting bathrooms. Homelike comfort rather than unnecessarily expensive luxury. In center of theatre, cafe and retail districts. On car lines transferring all over city. Take municipal carline direct to door. Motor Bus meets trains and steamers. Hotel Stewart is recognized as Ha-waiian Island Headquarters. Cable a ldress "Trawets" A B O Code. J. H. Love, Honolulu Representative.

PLEASANTON HOTEL COMFORTABLE STRICTLY FIRST CLASS 00 ROOMS

Nearly 1000 feet elevation; near desot; grand scenery; fine bass fishing. For particulars address E. L. KRUSS, Wahiawa. Phone 0393.

SEASIDE HOTEL CHARMINGLY SITUATED AT

WAIKIKI Delightful Rooms; Perfect Cuisine.

HEINIE'S TAVERN Most Popular Beach Resort In Ryans that are Right-American and European Plan. "On the Beach at Walkiki"



grade done on men's Women's and Children's Shoes.

Manufacturers' STORE

Laundry-Messenger Boy Phone 3461

Distinctive Millinery Creations equaled by no other Honolulu shop, at Miss Powers, Boston Bld.

Silva's Toggery THE STORE FOR GOOD CLOTHES" King Street.

PURE ICE Quick Service Courteous Treatment DARUICE CO. Phone 1128

EWERS & COOKE, Ltd.

COUNTS LIKE -WE GIVE IT. CO. LTD. LES St. Phone 2484.

McInerny Park Flegant Lots HAS. DESKY, Agent Merchant, near Fort

MILLINERY

HONOLULU HAT CO. Hotel St., near Bethel

Canton Dry Goods Company

Hotel St., near Bethel St.

You are missing some great bargains if you overlook our Duplicate Christmas Order Sale.

THE IDEAL

CORPORATION NOTICES. NOTICE OF CALLING OF BONDS FOR PAYMENT.

Walalua Agricultural Company, Ltd. Notice is hereby given that, pursuant to the terms of that certain mortgage or trust deed dated March 31 1906, recorded in the Hawaiian Registry of Deeds in Liber 279, page 109, given by the Waialua Agricultural Company, Limited, to the Hawaiian Trust Company, Limited, as trustee, securing an issue of \$1,500,000 in bonds, the said Waialua Agricultural Company, Limited, has elected to pay the whole of the outstanding or unpaid portion of said bonds upon the 31st day of March, 1916, and will redeem all of said outstanding bonds, with the interest thereon to said 31st day of March, 1916, by the payment thereof at said date at the office of the Hawalian Trust Company, Limited, in Honolulu. And notice is further given that, if

any bond so called for payment shall not be presented to the said trustee March, together with all coupons unmatured, said Walalua Agricultural Company, Limited, will then deposit with said trustee, to the credit of each of said bonds not so presented, designated by the number thereof, a sum of money in gold coin, as required in the said bond, equal to the amount required for the redemption of such bond, with the interest thereon to the the terms of said mortgage or trust deed, will be a full payment of the said bonds and coupons as between the company and the holder of such bonds and coupons, and thereafter the holder of any such bonds and coupons must look to the payment thereof, with accrued interest, only to the sum tee, and the company shall in no wise be chargeable with interest upon said bonds or with any claim in reference thereto or for the coupons aforesaid, said bonds ceasing to bear interest on

Treasurer, Walalua Agricultural Company, Limited. 6372-Jan. 15, 19, 22, 26, 29, Feb. 2, 5, 9, 12, 16, 19, 23, 26, Mar. 1, 4, 8, 11, 15, 18, 22 25 29.

Territory of Hawaii,

City and County of Honolulu.). Rudolf Buchly, being duly sworn, detrue and accurate statement of the affairs of the First American Savings and Trust Company of Hawaii, Limited, to and including the 31st day of December, 1915, such schedule being required by Section No. 3327 of the Revised Laws, 1915, of the Territory of Hawaii. The authorized capital of the Company is \$200,000.00, divided into 2000 shares of the par value of \$100.00 each. The number of shares issued is 2000, seventy per cent thereof, equal to \$140,000.00, has been paid, leaving \$60,000.00 subject to be called in. The liabilities of the Company on the 31st day of December, 1915, as then ascertained, were as follows:

Capital paid in\$ 140,000.00 Undivided Profits ... 9,485.14 Deposits 890,187.06 \$1,074,672,20

The assets of the Company on the 31st day of December, 1915, were as

follows: Bills Receivable\$ 647,653.89 282,370,00 Bonds Real Estate 53,300.04 Accrued Interest 8,037.13 Suspense Cash on hand and in bank 72,338.20 10,414.94 Sight Exchange

\$1,074,672.20 (Signed) RUDOLF BUCHLY, Cashier Subscribed and sworn to before n

this 24th day of January, 1916, (Seal) (Signed) J. H. ELLIS, Notary Public, First Judicial Circuit Territory of Hawaii.

I hereby certify that the above is a true and correct copy of the original schedule filed in the office of the Treasurer of the Territory of Hawaii J. H. ELLIS. Notary Public, First Judicial Circuit,

6380-1 wk.

ANNUAL MEETING.

HAWAIIAN IRRIGATION COMPANY LIMITED.

The Annual Meeting of the Stock colders of the Hawaiian Irrigation Company, Limited, will be held at the office of F. A. Schaefer & Company, Limited, in Honolulu, on Friday, January 28, 1916, at 2:00 o'clock p. m. By order of the Directors. G. E. SCHAEFER,

January 18th, 1916.

NOTICE

The annual meeting of the stockholders of McCabe, Hamilton and Renny Co., Ltd., will be held at the Company's office, 20 Queen street, on the afternoon of Thursday, Jan. 27, 1916, at 3:30 p. m.

J. B. GUARD.

6376-6t NOTICE

The annual meeting of the German Benevolent Society will be held at the office of H. Hackfeld & Co., Ltd., on Saturday, January 29, 1916, at 9 o'clock a. m. All members are earnestly requested to attend.

H. A. SCHROEDER,

JURINE EYE REMED For Red, Weak, Watery Eyes and GRANULATED EYELIDS

6379-3t

Home Course in Advertising



CHAPTER LXII.

HOW ADVERTISING HELPS SALESMAN.

The salesman who has no advertising assistance to offer, can on or before the said 31st day of still increase his efficiency by the use of advertising knowledge. He, too, can sort of win the dealer's favor through the fact that he sells on the basis of the advertisability of his goods. For it is only natural that your salesman can do better if he tells the dealer how your soap will bring people to his store and how he can advertise it as a great big bar for 5c in a way that will advertise his store in tiful of the Hawaiian group. It is on general. Talking thus in terms of the dealer's own merchandising that island that the miniature "Coloproblems and bringing out the points that will make it seem wise for him to handle your soap, the dealer will be more apt to think date of redemption, which deposit, by of your soap the next time his general soap stock is low. So in this can way, this indirect use of advertising by your salesman will help him streams and waterfalls add to the both in his present and repetitive selling.

The advertised article, quite often, is a guaranteed article. A guarantee, after all, is only a sort of an advertising statement of on the beauty of the place as its own quality. For the guarantee simply announces in an untechnical way advertisement and have consequently a summary of the virtues of the article. When knitting mills guarso deposited in the hands of the trus- antee their hosiery, they might tell at length how it is made of certain material, or certain kinds of machines, under certain conditions, and packed in a certain way so that they can afford to take the risk of making good in case said hosiery does not last as it should. But instead of going to all those details, which would all island next year will be nearly double and after said date of March 31, 1916. be on their side of the fence-that is about themselves-instead of its former proportions, is the general Dated, Honolulu, January 18, 1916. that they simply make an advertising statement and say that if the goods don't last for a specified length of time, they will make good. RETURNING TO WAR,

In some fields this guarantee idea seems to have been overworked. So many things have been guaranteed, that no longer does the fact of a guarantee arouse interest as of yore. And yet, even today it is often the best method by which to present the arguments of quality, because the guarantee is so final and so convincing. For to rejoin his squadron. the guarantee shifts the risk from the buyer to the maker.

The guarantee is an advertising feature designed to help out poses and says that he is the Cashier both the selling and the advertising of your product. It is not field in Flanders. His observer, he of the First American Savings and merely a negative talking point which removes the possible objection said, was killed by the shell which Trust Company of Hawaii, Limited. to qualify at one stroke, but also it is positively persuasive in that caused his own injuries. "I do not it creates an atmosphere of "you"-because it talks in the terms of the interest of the prospect rather than of the person who seeks to sell. This not only energizes the advertising in reaching the consumer, but also helps the sales force in reaching the dealer.

> Advertising increases the efficiency of the salesman's work with a given dealer even when he is away. If the advertising is of a localized system-for instance, with newspaper publicity appearing over the dealer's name—then every day that that publicity appears there is an influence on the dealer. He both sees the ad in the paper himself and therefore thinks of your soap, and also people come in and say: "I saw your ad in today's paper. Give me a bar of that new soap." This sort of tickling of the dealer's interest is almost as effective as if the salesman were to call him by 'phone each time and say: "Don't forget to try to sell our soap if you

So the salesman who has advertising behind him, has a teammate that works for him with the dealer, even when the salesman is not there. Likewise, the advertising that is done by the house direct to be expended for Salaries, Payrolls to the dealer works for the salesman, too. House organs and circular letters tell the dealer by mail the arguments which the salesman would tell him by word of mouth. Consequently, such matter keeps up the dealer's interest in the goods. And, in these days of competition, it is nesessary to keep eternally at the dealer. For instance: A salesman in Pennsylvania who worked around Pittsburg for a Buffalo wholesale house, started off on a two weeks' vacation. He got anxious after one week and came back to his territory and found he was just in time. His competitors had been on the job. He had almost let his dealers run for too long. His firm wanted him to go up into Wisconsin to work a territory there in an experimental way. This would require only two weeks. He was the only man in the organization that could do it and yet, rather than risk part of their territory around Pittsburg, consisting of a few populous counties, the jobber had to let go the whole State of Wisconsin from his market.

If that jobber had kept a stream of advertising flowing into those dealers, or if he had advertising running in those towns over the dealers' names, that salesman would not have been so in danger of losing his trade whenever he left the territory for a fortnight.

THE FRUIT TRADE.

When Mr. T. Pearson was in Hilo cient nourishment, often of spoiled last week he, as an experienced tropi- food, and some of the worst, or most cal fruit salesman, declared that he unfortunate offenders made to wear was willing to go into the business shackles. Bad as this was it would of handling Hawaiian bananas on the not have aroused so much resentmainland and that he felt sure that a ment if the boys had been adult inbig trade could be worked up in the fruit. He made a very different proposition to that made by other banana dealers in the past who have in- happily and quickly resulted in a Maui, T. H. duced planters to raise bananas only thorough probe being made into the to find that the fruit did not pay for management of the school. the freight charges and commissions dle the whole matter from start to nolulu, we believe that every outside ing, Honolulu, T. H. finish, and thus insure a square deal island citizen with a spark of sym- The Maul Loan Fund Commission for the growers. There could be no pathy for the errors of growing boys reserves the right to reject any and crooked work and if the owners of will want to see the jurors' recommen- all bids. land will only go in for the proposi- dations carried out to the letter. tion with zeal there is no doubt that | The Tribune adds its demand, with a very large crop of bananas can be that of the territorial jurors and its raised in and around Hilo, Olas and island contemporaries, that a change the Hamakua. That being so, the be shortly made at Wafalee which transportation problem would quickly will result in making the industrial solve itself and, in time, even special school an institution of reform for fruit carrying steamers would be seen boys, and not a training place for every week in Hilo bay. - Hawaii criminals .- Hilo Tribune.

Herald. No other portion of the territorial grand jury report made last week in Honolulu is of so much interest on the outside islands as is that part which deals with the Boys' Industrial School at Weiler & W School at Waialee. Knowledge of the work is progressing.

School at Waialee. Knowledge of the work is progressing.

It will not be long until a favorite automobile ride will be from the post-came recently with the attempt in Honolulu to further punish 15 youths

Specifications and blank forms of automobile ride will be from the post-office to Kuhio bay wharf and back. Formerly, such a drive was only un-capitol Building, Honolulu. for conspiracy, following their cap- dertaken when imperative but ture after a sensational escape from demanded it. Instead of a nightmare the school.

the drive will soon be a delight.--Ha-At the trial of the boys it was prov- waii Herald.

What with a nearly completed fed-

en that they had been given insuffi-

corrigibles. But to know that such

conditions prevailed in an institution

wascu was expected to reform boys

KAUAI DURING

O. Crowell of Kanai, that lovely island has an enthusiastic and consistent advocate. He has been at Seattle, and in the Seattle Times of January 5 appears an interview in which Mr. Crowell does some fine boosting for the Garden Isle, as follows:

"Tourist visitors to the Hawalian islands next year who are of the impression that the only attractions of the group exist on the island of Oahu and in Honolulu will find Kauai, a smaller but very beautiful island, making a strong bid for their patronage, according to W. O. Crowell. Crowell is deputy sheriff of Kauai. He a guest at the Frye.

Because of its mountainous character and abundant vegetation,' said Crowell last evening, 'the island of Kaul has been declared the most beaurado canon" is to be found, a deep cut in the earth where the scenic effects closely rival those of the noted Ameriwonder. Numerous silvery beauty of the island.

"Heretofore the residents of Kauai, nearly 40,000 in number, have relied been neglected by the "seeing Hawaii" tourists. This year an effort will be made to present to Americans both in this country and in Honolulu, the port of entry to the Hawaiian group, the scenic advantages of Kauai. That the tourist travel to that

SAYS "WILL BE KILLED." CHICAGO, Ill.-Feeling certain that he will be killed in action, Lieut. W. K. Evans of the British army flying squadron is en route from this city

Lieut. Evans has been in Chicago two months recovering from injuries suffered while flying above the battleexpect to come out of the war alive,"

BY AUTHORITY.

RESOLUTION NO. 405.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the following sums, aggregating Five Thousand Six Hundred Dollars \$5,600. 00) be and the same are hereby appropriated out of all moneys in the Permanent Improvement Fund in the Treasury of the City and County of Honolulu, as advances against the cost of preliminary engineering expense for the following purposes, the same to be refunded out of the moneys to become available therefor from

the bonds for said improvements, and and Incidentals, to wit: Hotel Street\$ 250.00 Pauahi Street 250.00 Lusitana Street 300.00 Beretania St., King to Nuuanu 300.00 Beretania St., Alapai to Punahou street 350.00 Puunui Improvement District. 500.00 Smith Street Iwilei District 500,00 King St., Richard to McCully. Beach Walk 500.00 9th Avenue, Kaimuki 6th Avenue, Kaimuki...... 150.00 Bishop Street 100.00 Kapahulu Road 150.00 Manoa Improvement District No. 1 1000.00 Improvement of Kalakaua Av. 250.00

King Street Extension..... 100.00 Presented by R. W. SHINGLE, Supervisor. Honolulu, January 8, 1916.

Approved this 22nd day of January, A. D. 1916.

JOHN C. LANE, Mayor, City and County of Honolulu, 6380-3t

SEALED TENDERS.

Sealed tenders will be received by the MAUI LOAN FUND COMMIS-SION at Wailuku, Maui, T. H., up to 7:30 o'clock p. m. of Friday, January 28th, 1916,

wela - Kufaha - Kaupakalua District,

Plans, specifications and blank forms for proposals are on file in the Sheridan, sailed Jan. 15 for Guam and Whatever the failing or the merits office of the MAUI LOAN FUND when sold in San Francisco. Pearson of the grand jury report regarding COMMISSION, Wailuku, Maui, T. H., Dix, at Manila, when sold in San Francisco. Pearson of the grand jury report regardly and in the office of the Superintend-would work through the territorial other matters of possibly more inti- and in the office of the Superintend- Warren, in the Philippines.

MAUI LOAN FUND COMMISSION. R. A. Wadsworth, Secretry 6373-10L

SEALED TENDERS

Sealed Tenders will be received by the Acting Superintendent of Public February 1, 1916, for Constructing and Installing Alley Foundations for Three

OCEANIC STEAMSHIP CO.

	 AN FRANCISCO.	
FOR SAN FRANCISCO:	FOR SYDNEY:	
enture Feb.	Sierra	
lonomaFeb.	VenturaMarch	
enturaApril	Sierra Apr. 17	

C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:	FOR SAN FRANCISCO:
S. S. MatsoniaFeb. 1	8. S. ManoaFeb. 1
S. S. LrrlineFeb. 8	S. S. MatsoniaFeb. 1
S. S. WilhelminaFeb. 15	S. S. Lurline Feb. 18
S. S. Manoa Feb. 22	S. S. Wilhelmina Feb. 23

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR SAN FRANCISCO: FOR THE ORIENT: Nippon MaruJan. 29 Chiyo MaruFeb. 15 Shinyo Maru......Feb. 11 Perala Maru......Feb. 29 S. S. Nippon Maru.....Mar. 22 S. S. Chiyo Maru Mar. 10 S. S. Shinyo Maru April 4

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th.

From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail about February 24.

H. HACKFELD & CO., LTD. C. P. MORSE, General Freight Agent.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice. For Victoria and Voncouver: For Suva, Auckland and Sydney MakuraFeb. 4 NiagaraJan, 26 THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Thursday, Jan. 27. Maui-Claudine, I.-I. str. Friday, Jan. 28. (No ships scheduled.) Saturday, Jan. 29. San Francisco-Nippon Maru, T. str.

VESSELS TO DEPART

Thursday, Jan. 27. Kauai-Maui, I.-I. str. Friday, Jan. 28. Maui-Claudine, I.-I. str. Saturday, Jan. 29. Yokohama-Nippon Maru, T. K.

Hilo-Mauna Kea, I.-I. str.

Hilo-Mauna Kea, I.-I. str.

MAILS

Mails are due from the following points as follows: San Francisco-Nippon Maru, Jan. 29. Japan and China-Chiyo Maru, Feb.

Australia-Makura, Feb. 4. Philippines-U. S. A. T. Sherman, Feb. 5.

Vancouver-Niagara, 5 this afternoon Mail will depart for the following points as follows: San Francisco-Manoa, Feb. 1.

Japan, China and Philippines-Nippon Maru. Jan. 29. Australia-Niagara, midnight tonigh Vancouver-Makura, Feb. 4.

TRANSPORT SERVICE

For Road Improvement Haiku-Pau- Logan, left Balboa for Honolulu and Manila Jan. 25, Thomas, at coast. Sherman, at Manila.

> POSTOFFICE TIME-TABLE FOR MONTHS

The following postoffice time-table in the remainder of January and the first half of February has been arranged, being, of course, sometimes subject to change if sudden arranges are made for unexpected mail UNITED STATES MAIL STEAMERS 14-Sierra Sydney

amera to arrive from-9-Nippon Maru.....San Francisco

1-MatsoniaSan Francisc 1—Great Northern...San Francisco 4—Makura Sydney 5—U. S. A. T. LoganManila DO IT ELECTRICALLY

Hawaiian Electric Co.



OAHU RAILWAY TIME TABLE

OUTWARD For Walanae, Walalua, Kahuku and way stations- 9:15 a. m., *3.20 p. m. For Pearl City, Ewa Mill and way stations-+7:30 a. m., *9:15 a. m. *11:30 a. m., *2:15 p. m., *3.20 p. m., 5:15 p. m., 19:30 p. m., †11:15 p. m For Wahlawa and Leilehua—10:30 a. m., +2.40 p. m., *5.00 p. m., *11:00

Arrive Honolulu from Kahuku, Was-alus and Waianae—*8:36 a. m., *5:21

Arrive Honolulu from Ewa Mill and Pearl City-+7:45 a. m., *8.36 a. m., *11:02 a. m., *1:40 p. m., *4.26 p. m., *5:31 p. m., *7:30 p. m. Arrive Honolulu from Wahiawa and

Leilehus-*9:15 a. m., †1:55 p. m. "4:01 p. m., "7:10 p. m. The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:36 a, m., for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and

Walanae. Daily, †Except Sunday, 1Sunday only, G. P. DENISON.

15-U. S. A. T. Thomas..San Francisco

Steamers to depart for- 28-Seattle Maru San Francisco 29-Nippon Maru Hongkong

1-Manoa San Francisco 4-Great Northern....San Francisco 5-U. S. A. T. Logan . . San Francisco Persia Maru San Francisco 8-VenturaSan Francisco 9-Matsonia San Francisco 11-Shinyo Maru Hongkong 5-Lurline San Francisco

Dr. Henry Van Dyke, the American inister of Holland, has received from the Belgian relief committee in New York, \$10,000 for the benefit of in-terned Belgian soldiers in Holland and their families.

15-Chiyo Maru San Francisco

8—Ventura San Francisco
11—Shinyo Maru San Francisco
14—Sierra San Francisco
15—Wilhelmina San Francisco
15—Security San 5 Chiyo Maru Hongkong security.